WHEREAS, Recognizing that an informed consumer is likely to be a more satisfied customer of America's products and services;and,

WHEREAS, Recognizing that a wealth of help and information is available to the consumers of the nation through retailers, manufacturers, trade associations, Better Business Bureaus,consumer organizations, Federal and State government agencies, and media; and,

WHEREAS, Recognizing further that it is desirable to promote and maintain an open and continuing dialogue between consumer and producer, buyer and seller:

NOW, THEREFORE, I, RICHARD F. KNEIP, Governor of the State of South Dakota, do hereby proclaim the week of April 30 - May 5, 1973, as

CONSUMER INFORMATION WEEK

in South Dakota, and I call upon all persons and organizations concerned with improving the American marketplace and bettering the relationship between buyer and seller to meet in appropriate public forums, disseminate helpful information, and make known their customer service and complaint handling activities through all the means of communication available to them.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this 13th day of April, in the Year of Our Lord, Nineteen Hundred and Seventy-three.

Richard F. Kneip

RICHARD F. KNEIP, GOVERNOR

ATTEST:

Lorna B. Herseth Assistant Secretary

LORNA B. HERSETH, SECRETARY OF STATE